



2018 Excellence in Transportation Awards

Entry Deadline • Friday, March 2, 2018

Category 13: Public Awareness Campaign

Written submission must be 12-point, Times New Roman font and no more than 3 pages.

(1 Summary page and 2 Narrative pages)

Entry forms and additional submission information are available at:

<http://www.dot.ca.gov/ctawards/>

General Criteria

- a. Need, objectives and goals of public awareness effort
- b. Originality, creativity, and clarity of message and theme to target audience
- c. Cost effectiveness
- d. Benefit to the public and stakeholders
- e. Effectiveness/Results

Scoring Criteria

- a. Describes the strategic planning, analysis or research to determine need, objectives and goals for the public awareness effort to meet traveler and public needs.
- b. Demonstrates originality and creativity and was clearly and consistently communicated to the targeted audience.
- c. Demonstrates cost effectiveness by maximizing communication to the identified audience through development, execution and delivery of project, initiative or program.
- d. Demonstrates benefit to the public and/or stakeholders.
- e. Demonstrates effectiveness and identifies/quantifies measurable results in achieving overall success of the program.